

Announcing
GRAND OPENING
SALE
 OPEN EVENINGS TILL 8 P. M. OPEN EVENINGS TILL 8 P. M.
CASH or TERMS

The Home Furniture Mart
1328 Sartori Ave. NEXT DOOR TO THE BANK OF AMERICA

FRIENDS . . . I have made a huge cash purchase of fine Brand New Furniture, Bedding, Gas Ranges, Refrigerators, Etc., from some of the finest factories and will offer the following for Sale During Our GRAND OPENING SALE . . . Today, Friday and Saturday . . . Will Be Open During this Sale from 9 a.m. to 8 p.m.

Come Early - Save Money - Bargains Galore

Living Room Sets \$49.50 Value - Sale Price \$37.50
 \$85.00 Value - Sale Price \$59.00

Bedroom Suites \$52.00 Value - Sale Price \$39.50
 \$79.50 Value - Sale Price \$55.00

INNERSPRING and BOX SPRINGS

Mattresses

Regular Price \$14.50
Sale Price \$9.95

Occasional Chairs

\$7.50 Value
Sale Price \$4.95

Occasional Rockers \$5.95

Studio Couches

\$27.50 Value
Sale Price \$19.50

Large Rag Rugs

50c Value
Sale Price 35c
 3 for \$1.00

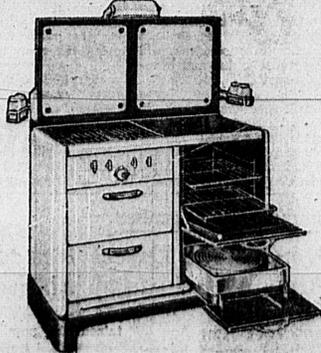


Smoker
 The Finest
 \$2.50 Value

Made of . . .
HEAVY STEEL
 Grand Opening Price!
\$1.49

The O'KEEFE & MERRITT

Mode-O-Mat
GAS RANGES



It's Fully Insulated, All Porcelain
It's Clean, Accurate and Modern

The Home Furniture Mart
1328 SARTORI AVENUE TORRANCE
 (Next Door to Bank of America)

Also -
The HOME FURNITURE MART
Offers On Special Sale!

- BREAKFAST SETS
- DINETTE SETS
- BABY HIGH CHAIRS
- BABY CRIBS & CARRIAGES
- LAMPS and SHADES
- UNFINISHED FURNITURE
- END TABLES, RUGS
- MIRRORS, Etc., Etc.

Price \$128.50
 TERMS ONLY
 \$5.00 Down Payment
69c Weekly

COUPON!
\$3.00 Allowed
For Your Old MATTRESS
On Any Innerspring Mattress or Studio Couch

The HOME FURNITURE MART
 1328 Sartori Avenue

As Flames Threatened Santa Paula



This aerial view shows fire sweeping over a vast acreage of citrus and grazing land near Santa Paula, Cal. In one of California's most damaging brush fires in recent years. Before being brought under control it covered 10,000 acres, threatened the five-million-dollar South Mountain oil field and caused many of the 9000 residents of Santa Paula to abandon their homes in the fear they would be destroyed.

Flipping The Herald Files Backward . . .

Thirteen, Ten, Five and One Year Ago

1924—Thirteen Years Ago
 Business men contribute to \$250 fund to equip Torrance high school football team which Robert Mitchell and Roy Winters were coaching.

Local Republicans, headed by George W. Neill, George Proctor, R. R. Smith and W. Harold Kingsley, start campaign for Coolidge - Dawes presidential ticket.

Miss Hermina Oetken and her brother William Oetken move from Lomita to 2111 Arlington avenue.

Showing at the Torrance theatre—but not on a double-feature program—Gloria Swanson in "her greatest picture," "Manhandled," and Rudolph Valentino in "One and Only" Valentino in "Monsieur Beaucaire."

C. C. M. O. to open new ball park.

1927—Ten Years Ago
 Council and Chamber form "boom budget" of \$16,300 to promote Torrance commercially, industrially and residentially.

Work starts on erection of Bank of Italy building at Sartori and Marcelina avenues.

Rev. R. A. Young begins pastorate at First Methodist church.

"Ten years ago the Torrance telephone exchange numbered 41 patrons. Today there are 636 as result of a gain of 48 telephones during the first eight months of 1927."

A Los Angeles bond house buys entire issue of bonds for financing the acquisition of Alondra Park for par value of \$1,014,961 and a premium of \$22,581.

1932—Five Years Ago
 Democrats gain 142 percent in local registration—the figures being: 1,492 Democrats, 1,937 Republicans and others to make a grand total of 3,884 qualified voters here.

Rev. D. Hurley, pastor of Catholic church here, transferred to L. A. church. Is succeeded by Rev. Thomas Kennedy of Chula Vista.

Council takes no action on proposed ordinance enforcing Sunday closing of all business places in city limits.

L. C. Doan moves Quality Market black west (to Cota and Torrance boulevard) of former location.

Roy Yoshida leases fruit and

Torrance Herald
 And The Lomita News Published Every Thursday
 Grover C. Whyte
 Editor-Publisher
 1336 El Prado, Phone 444
 Torrance, Calif.

Entered as second class matter January 30, 1914, at post office, Torrance, Calif., under Act of March 3, 1897.

Official Newspaper of City of Torrance

Adjudicated a Legal Newspaper By Superior Court, Los Angeles County.

vegetable department at 2171 Torrance boulevard.

1936—One Year Ago
 Irvin C. Rous resigns as member of city's civil service commission.

Nearly 4,500 qualified to vote here in November general election.

Mrs. Charles Myers honored at birthday luncheon by Mrs. L. G. Barkdull.

Miss Edna Mullin sails for month's vacation in Hawaii.

Mr. and Mrs. W. E. Bowen return from mid-western trip.

Badminton introduced at Civic Auditorium by Athletic club.

Tartars lose first game of Marine league season to Leuzinger, 14-0.

Annual Insurance Row Re-enacted

(Continued from Page 1-A)
 lowest of those offered tonight.

Because the city's policies, which formally expired at noon yesterday, had a 10 and 15-day courtesy "rider" extension (the longer one from W. H. Gilbert's company), McGuire urged that the council adjourn to next Tuesday afternoon to study all bids and award the insurance business at that time. No bids should be changed, he said, and no new ones accepted during that interval.

Highest Offer Accepted
 A stipulation attached to the sealed bids of the Western Insurance and Loyalty Group that those two offers should not be opened publicly unless action was taken on the insurance matter at the Wednesday meeting was withdrawn by Buxton and Agent Hitchcock to allow this time for study.

However, Councilman Hitchcock abruptly ended all consideration of a time extension by moving that the Travelers' Insurance be awarded the business. McGuire reminded the council that he had not withdrawn his motion to study all bids but on Councilman Deining's second, Hitchcock's motion was adopted over McGuire's resounding "no" and the Travelers' Insurance, Howard G. Locke, local agent, received the policy award at the top premium of \$1,190.11.

Mayor William H. Tolson and Councilman George V. Powell joined Deining in supporting Hitchcock's motion.

Beer-Dance Hall Divorce Sought

Renewed efforts to urge the board of supervisors to adopt an ordinance to separate beer and dance halls were directed at the supervisors this week. It has been proposed on previous occasions that the supervisors refuse to issue licenses to dance halls where liquor is served.

CARSTENS HOSTS AT UNIQUE GAY '90s' DINNER PARTY

Miss Emerson's Birth Chronicked

By some mischance the arrival of a lovely daughter to Mr. and Mrs. Gerald N. Emerson of 820 Cota avenue on Oct. 2 at Jared-Sidney Torrance Memorial hospital went unreported in last week's Herald.

Father Emerson, who is head plumber at the Torrance Plumbing company, declares that his daughter's birth was the most important event of the week. The Herald, understanding a father's pride, is inclined to agree with him.

Peace Officers' Meeting Draws Record Crowd

Twenty Torrance residents attended the first of a series of ladies' night programs held by members of the California Peace Officers' association Monday night at Topsy's cafe in South Gate. The entertainment center was packed for the affair which was featured by an elaborate program and the formation of a women's auxiliary.

Those attending from here were: Police Chief and Mrs. G. M. Calder, Captain and Mrs. John Stroh, Mr. and Mrs. Fred Hansen, Mr. and Mrs. Tom McGuire who were accompanied by Mr. and Mrs. R. T. French of Glendale and Mr. and Mrs. Earl G. Scott of Valparaiso, Ind.

(Mrs. French and Mrs. Scott being sisters of Mrs. McGuire); Mr. and Mrs. James Hitchcock; Mr. and Mrs. William H. Stanger; Mr. and Mrs. Percy Bennett; Mr. and Mrs. C. C. Tolson, Mr. and Mrs. Robert Lessing, J. E. McMaster and Dan Mosher.

650 are Present
 The Peace Officers' women's auxiliary is temporarily headed by Mrs. Harold Atkinson, wife of the association president.

Mrs. A. P. Wilson, wife of the Huntington Park chief of police, was made vice president, while Mrs. Veda Sullivan Russell, county jail matron, is temporary secretary-treasurer. On the advisory committee is Mrs. Cora Frank, Hermosa Beach police matron.

It was announced that the first regular meeting of the auxiliary will be held in December, at which time there will be an election of officers.

The meeting attracted approximately 650 persons, with standing room being at a premium. Willard D. Bretz and George Baumgardner, chief of police and mayor, respectively, of South Gate, acted as hosts.

Harold B. Atkinson, president, and A. Beldon Gilbert, executive-secretary of the association, presided over the meeting.

Judge Charles W. Fricke was lone speaker of the evening, giving a splendid talk on the California Academy of Police Science. Included in the official business of the evening was the presentation of a badge of office to President Harold Atkinson.

William Malin Seriously Hurt In Beach Crash

Altho he suffered a fractured skull and brain concussion, William Malin, state highway patrolman and former Torrance motorcycle officer, is reported making a good recovery this week at a Santa Monica hospital.

Malin, who lives with his wife and four children at 1870 Plaza del Amo, was injured Oct. 5 when he was forced off Roosevelt highway into a rocky stretch of beach by a speeding motorist.

For several days after he was received at the hospital, Malin was in a critical condition. He has rallied and was able this week to give a coherent report of the accident to his superior officers in the state highway patrol. He is not expected to return home until the latter part of the week.

Oil Truck Catches Fire on Boulevard

C. W. Day, Long Beach tank-truck driver, leaped from his cab this morning, hailed a passing motorist and shouted "Fire!" A few minutes later the fire department arrived where his truck was starting to burn up on Torrance boulevard west of Madrona. Some judicious squirts of foaming chemical extinguished the blaze and stalled the motor of the loaded truck owned by the B. C. Truck line of Long Beach.

In a setting that duplicated an old-time Montana boarding house and with the hosts garbed in typical gay '90s costumes, a dinner-party last night at the Carl E. Carstens' home at 1452 Post avenue in honor of Mrs. Rachel Reed's 73rd birthday proved to be one of the most unusual social events of the week here.

Mrs. Reed's parents settled in Montana in the early days and the party arrangements, complete with antique glassware of varied hues, a center piece composed of an old castor set, blue vases with carnations and a tableau of the host family group, were expressive of social life in the Treasure state before the turn of the century.

Host Carstens, his wife, and their children, Billy, Fred, Barbara and two-year-old Irma, as well as Mrs. Anna Carstens of Iowa who is visiting them were correct to the last plastered hair, ribbon and sweeping calico gown. In addition to the honor guest, they entertained Mr. and Mrs. Phil Hoffman and son Buddy of 1612 Post avenue. Before the dinner, the host group posed in a picture ensemble reminiscent of the days when a photographer's handle-bar moustaches interfered with his diving under his black cloth screen to his camera.

Administration Building Turned Over to City

(Continued from Page 1-A)
 Cabrillo and Marcelina avenues. During the next few days the chamber organization will move into the new Administration building and will begin functioning there on the day of the dedication ceremonies.

The dinner program will be opened next Wednesday night with a concert by the Torrance municipal band, directed by John T. Watson, and during the evening Mme. Teala Billini will present concert-piano selections on the grand piano recently purchased by the city for the Auditorium.

Two speakers will be on the program—Dr. Frederick P. Woelner of the Department of Education, U. C. L. A., will discuss "The great value of the Bag" and Congressman Charles J. Golden, who devoted much of his time toward securing the PWA allocations for the Torrance civic buildings and the federal funds for the postoffice, will give a short address.

Group Inspects Building
 This week Mayor Tolson and President Barber made a final inspection of the new building with a group of councilmen and Chamber of Commerce directors including Councilmen George V. Powell, James Hitchcock and Tom McGuire; Sam Levy and Alden W. Smith, A. H. Bartlett and Gilmeister.

They declared that the structure and its furnishings will prove of great value to the entire city, pointing out that the chamber now has a setting for displays it never had before, that the kitchen and dining equipment will accommodate dinner-functions for 50 to 500 people and that the whole structure is a splendid addition to Torrance's famed civic center group.

Other buildings erected here since the spring of 1936 are the postoffice, library, city hall, auditorium, police station and water department office.

Complete Furnishing
 Last night at city council meeting appropriations totalling \$888.16 were approved to complete the furnishing of the Administration building. As proposed by Councilman Robert Deining they were:

To paint the 38 large round tables, \$90; to buy a steam-table for the kitchen, \$148.84; to purchase table linen and extra glass-ware, \$254.32; to pay for the grand piano, now installed in the Civic Auditorium, \$275; and to buy 50 gallons of drip-fluid deodorant for the Auditorium, \$70.

The Standard Oil Company of California announced yesterday that it brought in its Refinery No. 3 well in the Torrance field with a daily flow of 3,500 barrels of 25.8 gravity. The well is also producing 2,344,000 cubic feet of gas daily. Drillers took the hole down 7,091 feet, it was reported.

The company has two other wells drilling in the field and two locations on which preparatory work has been started for drilling. With several new starts in the last week the company is busy at thirty-one drilling sites—the most in some time.

HOW'S YOUR ROOF
Torrance Lumber Co.
 CARSON & BORDER PHONE 61